

Message Text

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PAGE 01 BONN 17445 080013Z

62

ACTION EUR-12

INFO OCT-01 ISO-00 EB-06 CIAE-00 INR-07 NSAE-00 RSC-01

USIA-15 PRS-01 /043 W

----- 028880

R 071135Z NOV 74

FM AMEMBASSY BONN

TO AMCONSUL BREMEN

INFO USDOC WASHDC

SECSTATE WASHDC 6120

USMISSION USBERLIN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS BONN 17445

FROM MINISTER CASH

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: TRADE PROMOTION DAY AT OLDENBURG

REF: BREMEN A-63

1. I WISH TO COMMEND BREMEN FOR THE EXCELLENT RESULTS ACHIEVED AT ITS US TRADE PROMOTION DAY AT OLDENBURG AS OUTLINED IN THE REFAIR. BUILDING ON DUESSELDORF'S SPRECHTAG APPROACH, BREMEN WAS ABLE TO DEVELOP 37 EXPORT TRADE OPPORTUNITIES INVOLVING POTENTIAL SALES OF WELL OVER \$20 MILLION. THIS IS A SIGNIFICANT CONTRIBUTION TO THE SUCCESS OF OUR COUNTRY COMMERCIAL PROGRAM FOR FY 75.

2. OTHER POSTS IN GERMANY ARE URGED TO REVIEW BREMEN'S REPORT AND TO CONSIDER SERIOUSLY THE EFFICACY OF THIS APPROACH IN GENERATING SALES OPPORTUNITIES FOR AMERICAN
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PAGE 02 BONN 17445 080013Z

PRODUCTS IN THEIR DISTRICTS. THE EMBASSY WOULD BE

PLEASED TO COOPERATE TO THE FULLEST POSSIBLE EXTENT IN
ASSURING THE SUCCESS OF ACTIVITIES OF THIS NATURE.
HILLENBRAND

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Message Attributes

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Decaption Date: 01 JAN 1960
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Disposition Approved on Date:
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Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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